



**AUGUST BOD MINUTES  
MONDAY, AUGUST 8<sup>TH</sup>, 2016**

**AGENDA:**

Approve June BOD meeting minutes  
Volunteer Updates  
Group Pep-talk  
Carol transition to interim Paula  
Treasurer Vote  
Discussing Adam Orton, possible new Board Member  
**Friends of Youth by Erin Elkins (10minutes)**  
Discuss joint PALS/NAPS Picnic  
Review mid-year budget  
Scholarship vote  
Board sustainability and "perks"  
Discuss moving board meetings to third Monday of the month and also to 10:30 start  
Melinda resignation  
**Discuss and vote for new President**  
Volunteer Doula resource status update  
Certification votes: Kari Wheeler, Kate Lindberg, Cassie Muilenburg  
Recertification vote: Shannon Laird  
Discuss and Vote on Experience Doula Track

**ATTENDING:**

Tiffany Guenther  
Paula Goelzer  
Mariah Falin  
Ildi Sebestyen  
Laura Vilage  
Carol Lynn  
Kelsey Henry  
Rebeckah Orton  
Heidi Biddle (10:30)

**MINUTES:**

**10:15 INTRODUCTIONS**

**10:20 APPROVE JUNE BOD MEETING MINUTES**



Mariah votes to approve, Rebeckah seconds. All in favor. Vote passes unanimously.

### **10:25 VOLUNTEER UPDATE**

Rebeckah Orton is trained as treasurer

Kate is new membership lead and trained for certification packets

Anna Linares volunteered as volunteer coordinator

Kelsey Henry looking into PERC revamp

Emmy Burns transitioning to Georgie Coote at switchboard

Lynn Hernandez interested in communications lead

Crystal Gurney and Laurie Levy would like more information about mentorship lead

Liz Gardner interested in bookkeeping position

Melinda Ferguson stepping down

Anna Pastor interested in ADTs

### **10:30 TIFFANY'S PEP TALK**

Whoa, the last 2 months have been an emotional roller-coaster. I want to take a moment, while recognizing that further discussion and resolution is ahead of us, to remind myself and each of you of our accomplishments of the last 2 years. We are and have become the strong, influential leading women that we look up to and dream of becoming! We worked our butts off to turn PALS out of wreckage and back into a respected organization! Each and every one of us doula-d and achieved this together. From the book, 100 years of Solitude, there is an old mother, through each chapter there is a new generation, but this old mother is always there, it is as if she never dies but lives on in each person, each generation. Guiding the new generations in integrity, perseverance and strength. PALS is the old mother! We are guiding each new doula and in respect, each new family that has come into contact with PALS. PALS will never die because we are the founding doula organization in all the world! We are the foundation that all other doula organizations looked upon and built from. For generations to come, the impact PALS made will still be present. It is in part by PALS that Seattle is the vibrant, progressive birth culture today. We, as individuals, who tirelessly sacrificed our time and energy are the reason families can have hope. We set the standard for doula support so that each family our doulas touch are satisfied, supported and given the highest level of care! Do we realize what we have done? Do we sit back, away from the constant emails and tasks and think, this one small interaction, this one small task, this one conflicting idea will make such a large impact over time? Do you know how wonderful and great that is? I do. I see our outreach positively affecting the community. I hear providers and nurses talking positively about PALS and it's doulas. I know we have done great work and only have even greater achievements ahead of us! We have and will continue to commit hours on end to lift up



ourselves, our members, our community and thousands of birthing families and it will be worth it and the ripple effects of our efforts will be felt for generations to come.

There will always be discourse, conflict and tension within and outside of an organization and group of people that are incredibly passionate and driven. The energy and heart that creates this tension is also the energy and heart that builds each other up and carries us to greatness! But let us not lose the passion to positively transform this doula community, organization and each family PALS' doula touch. Let us not forget how far we have come and how our community has reacted to our efforts. We are strong, we are supportive of each other and I believe in this great work we have done. I believe in each one of us to continue to make a positive impact in our community. Thank you for coming this far with me and transforming PALS into something wonderful. Let's see what more we are capable of in years to come!

#### **10:35 MENTORSHIP TRANSITION**

Carol transitioned the Mentorship Lead to Paula temporarily. Will evaluate next steps in the next few months.

Carol is concerned about how the mentorship and certification process are changing over the course of time. Wants to make sure that we are certifying doulas who are wanting to be PALS involved, not just looking for a certificate to get a good job. This is leading to not having enough mentors to meet demand.

Also concerned about not being a governing board, but a working board.

#### **10:55 TREASURER VOTE**

Rebeckah has volunteered to be the PALS treasurer. She met with Melinda and Tiffany to go over the daily operations. She needs to be reimbursed for background check.

She is ready for a two-year commitment for the position.

Tiffany moves to vote Rebeckah Orton on as treasure and on to the executive board. Mariah seconded. All in favor. Vote passes unanimously.

#### **11:05 ADAM ORTON – POSSIBLE NEW MEMBER**

Background in marketing. Interested in joining PALS in October as a marketing advisor, with potential for being an at-large board member.

#### **11:15 MOVING BOARD MEETINGS**

Looking to move the meeting to the third Monday of the month with a start time of 10:30, ending at 1pm, at Bellevue.



Ildi moves to move the monthly meetings to 3<sup>rd</sup> Monday from 10:30-1pm at Bellevue Library. Paula seconds. All in favor. Further discussion about when this will start.

### **11:20 JOINT PALS/NAPS PICNIC**

Ildi discussed the meeting with NAPS. Reserved Greenwood Park from 2-5pm, with Greenlake library for backup location on Saturday, August 13th. The process of collaboration was rough. Looking for better communication in the future.

We are looking at a liaison between the two organizations. Ildi and Natalie can be the liaison to start out.

### **11:30 SCHOLARSHIP VOTES**

There are three applicants who met the parameters. Their information was shared with the board for review.

Carol moves to approve the three applicants for scholarship. Tiffany seconds. All in favor. Vote passes unanimously.

### **11:50 BOARD SUSTAINABILITY AND PERKS**

Tiffany: in the interest of board sustainability, proposes that we consider certain perks to offset the workload. Some ideas would be

- Waiving membership for board members and other key positions
- Possibly half off for volunteer positions of 5+ hours per week
- More board bonding events, possibly quarterly
- Volunteer event annually – not hosted by our volunteers

### **12:00 MIDYEAR BUDGET**

More income than expected

### **12:05 MELINDA RESIGNATION**

Tiffany will be acting president while the board figures out what we want to do for next president.

### **12:05 CERTIFICATION VOTES**

Recertification for Shannon Laird. Paperwork was in order. Heidi moves to recertify Shannon Laird. Tiffany seconds. All in favor. Vote passes unanimously.

Certification for Cassie Muilenburg. Heidi reviewed her paperwork and did her interview. Everything looked wonderful. Heidi moves to certify Cassie Muilenburg. Ildi seconds. All in favor. Vote passes unanimously.



Certification for Kate Lindberg. Heidi reviewed her paperwork and did her interview. Heidi moves to certify Kate Lindberg. Carol seconds. All in favor. Vote passes unanimously.  
Certification for Kari Wheeler. Heidi reviewed her paperwork and did her interview. Heidi moves to certify Kari Wheeler. Tiffany seconds. All in favor. Vote passes unanimously.

#### **12:10 VOLUNTEER RESOURCE UPDATE**

Update in Reports

#### **12:15 EXPERIENCED DOULA TRACK**

Heidi and Paula met with Carrie Kenner and discussed making a pathway for experienced doulas. The board reviewed this and feels it is an appropriate program to start. Carol moves to approve the experienced doula pathway. Heidi seconds. All in favor. Vote passes unanimously.

#### **12:25 MEETING ADJOURNED**

#### **AUGUST 2016 PRESIDENT'S REPORT TO THE BOARD**

In June I exchanged emails with Ali Lewis regarding her impressions of Open Arms. I was hoping to get a better understanding of why she was turning to PALS for doulas for her patients of limited means. Afterwards I met with Dila Perera and relayed Ali's concerns and impressions. She asked to help get connected with Ali and I did that.

On July 13<sup>th</sup> I met with both Tiffany Guenther and Rebeckah Orton to go over the specific details of day to day management of Treasurer duties. Tiffany is in possession of all logins and password info (I still have a copy of those as well, as I felt it important for them to exist in more than one place). As of right now Rebeckah does not have any login codes as she has not been Board approved for the Treasurer position. I will continue with Treasurer duties for the time being even after I step down from the Board, until another volunteer (Rebeckah or someone else) is approved for this work.

I informed Annie Kennedy and Dila Perera that I would be stepping down and a new President would be chosen at the August Board meeting. I've also forwarded the open letter to the membership regarding me stepping down, to Lily Ostle at NAPS Doulas. It would be best if the new President reaches out to connect with each of these people to maintain communications.

#### **AUGUST 2016 VICE PRESIDENT'S REPORT TO THE BOARD**

- Communicated with Penny Simkin on June 25th, regarding conflict resolution within a board.
- Participated as Bastyr Rep for the June training.
- Mediated conflict June 17th



- Met with Christina Thorson as new Bastyr rep and PALS event rep (Babies-R-Us: Baby Basics class)
- Scheduled Board bonding event June 9th
- Met with Daniela Resh as she steps down from communication lead and gained valuable input to conduct volunteers moving forward.
- Mentored Kelsey Henry and completed her pathway
- Attended climbing out of darkness, psi event.
- Attended mother soulstice, secondarily represented pals.
- Met with Anna Linares about becoming volunteer coordinator as she steps away from membership lead.
- Contacted Lynn Hernandez, invited her to become communications lead based on her current job skills. Accepted 7/31. Will train the end of August to start Sept 1st
- Contacted Juliet Powell, invited her to become admin. Declined.
- Contacted Kate Lindberg regarding volunteering, she is interested in membership lead. Met 7/19. Will take over membership and certification processing and committed to a 2 year term. Will train her with Anna Linares on July 26th.
- Made FB post asking for volunteers.
- Crystal Gurney may be interested in apprenticing with Carol Lynn on mentorship. Would like job description first.
- Georgie Coote may be interested in admin or membership lead. Met 7/25. Accepted. Will train for position on August 18th
- Asked Erin Elkins to delete mention of login and Yahoo group as member benefits on the PALS website and remove Oesa's profile. She corrected these. Also communicated with Erin about Friends of Youth. Will attend the board meeting on August 31st from 2-4pm.
- Met with Melinda Ferguson on July 10th and took PALS computer and responsibilities.
- Met with Melinda, Rebeckah on July 13th to transfer treasury responsibilities.
- Emailed Dila with OA and let her know of the transition and expressed interest in collaborating more in August/September.
- Asked for detailed job descriptions from each volunteer and updated our volunteer job description in Google docs. Hopefully this will make volunteer rotation and smoother transition. Began creating these.
- Compiled one re-cert packet, sent out 4 certification packets to Rebeckah Orton, Amanda Martin, Cassandra Nordlinger and Hailey Graham, reimbursed board members attending DONA Conference
- Started correspondence with new apprentice, Janiece. 7/15/16
- Met with Ana Pastor 7/15 regarding ADT and PALS reputation, given great feedback.



- 7/17 hooked Ana and Mariah up to plan a November ADT for doulas to enhance their skills to support partners and increase partner bonding throughout the entire perinatal period. Considering asking Curtis with Rocking Dads to be our speaker.
- Gave Emmy a script to say to organizations searching for free doulas through PALS. Emmy gave her 2 months notice. Georgie Coote will take over beginning September 1st.
- Met with new apprentice, Janiece on 7/16/16 and 8/1/16. Getting her established in the community.
- Scheduled certification Q&A for September in Federal Way at regional library.

#### **AUGUST 2016 SECRETARY'S REPORT TO THE BOARD**

- Uploaded Action Items to Google Docs from June Board meeting
- Updated Google Doc Action Items with items that were completed by moving to appropriate tab
- Drafted email communication to Ali Lewis regarding the Board-approval of the Volunteer Doula resource
- Drafted email communication regarding Melinda's apparent misunderstanding of Board directive and Committee consensus regarding communications about Volunteer Doula resource, ultimately resulting in her resignation
- Met with Carol Lynn to transfer Mentorship program documents
- Attended Bastyr and Big Belly doula trainings to answer questions regarding PALS
- Emailed Birth Doula Skills workshop participants, tracked information on spreadsheet, and responded to email questions
- Began communications with Tari, website designer, on weekly basis with other website committee members
- Emailed Amanda from NAPS with approved May board minutes
- Received NAPS May Board meeting minutes and distributed to PALS board
- Updated Certification Packet for typographical errors, removed language regarding dual certification, clarified language regarding cesarean birth for certification and clarified language regarding Birth Doula Skills Checklist
- Emailed updated certification packet PDF to acting president, Tiffany
- Met with Heidi and Moriah regarding the Volunteer Doula resource
- Met with Ali Lewis and Moriah regarding the Volunteer Doula resource. Modified resource based on Ali's feedback.
- Drafted email communication to qualifying doulas regarding Volunteer resource opportunity
- Collected contact information for interested doulas to include in Volunteer resource



- Email follow-up with Bastyr Scholarship applicants
- Collate scholarship applications and distributed to Board for review
- Created spreadsheet for Mentorship program
- Emailed PALS mentors for an update on their progress
- Took on two mentees, Molly Tallon and Kassandra Nordliner. Initial contact, review of SoP and CoE, exchange of data collection forms, and pre- and post- prenatal meeting sessions are completed. Waiting on clients to deliver in August for next steps.
- Emailed chairs/board members for agenda items/reports and collated

ADT UPDATE

Chair has no update for ADTs at this time.

CERTIFICATION UPDATE

We need to vote on certification for Kari Wheeler, Kate Lindberg, and Cassie Muilenburg. We need to vote on re-certification for Shannon Laird.

There is a packet that needs to be discussed at the executive level, once all parts are collected. Certification packets are in process for Mica Lewis and Gwen Kiehn with interviews being conducted this month.

Will update on the Volunteer resource that's being launched.

Date	Transaction Type	Name	Memo/ Description	Amount	Balance
<b>Certification Packet Purchases</b>					
6/9/16	Receipt	Larson, Magdelana	Certification Packet Purchase	\$35.00	\$35.00
6/27/16	Receipt	Tolentino, A. Portia	Certification Packet Purchase	\$35.00	\$70.00
7/9/16	Receipt	Graham, Hailey	Certification Packet Purchase	\$35.00	\$105.00
7/13/16	Receipt	Orton, Rebeckah	Certification Packet Purchase	\$35.00	\$140.00
7/16/16	Receipt	Nordlinder, Kassie	Certification Packet Purchase	\$35.00	\$175.00
7/26/16	Receipt	Martin, Amanda	Certification Packet Purchase	\$35.00	\$210.00
<b>Total for New Certification Packets</b>				<b>\$210.00</b>	
<b>Certification Packet Review Fee</b>					
6/9/16	Receipt	Brown,	Certification	\$35.00	\$35.00





		Christa	Packet Review Fee		
6/9/16	Receipt	Kimble, Olivia	Certification Packet Review Fee	\$35.00	\$70.00
6/9/16	Receipt	Kiehne, Gwen	Certification Packet Review Fee	\$35.00	\$105.00
6/22/16	Receipt	Mullenburg, Cassandra	Certification Packet Review Fee	\$35.00	\$140.00
7/19/16	Receipt	Lewis, Michaela	Certification Packet Review Fee	\$35.00	\$175.00
<b>Total for Certification Packet Reviews</b>				<b>\$175.00</b>	
<b>Recertification Packet Review Fees</b>					
7/11/16	Receipt	Pineda, Lauren	Recertification Review Fee	\$35.00	\$35.00
7/13/16	Receipt	Lambie, Lynn	Recertification Review Fee	\$35.00	\$70.00
<b>Total for Recertification Packet Review Fees</b>				<b>\$75.00</b>	
<b>TOTAL</b>				<b>\$460.00</b>	

COMMUNICATIONS UPDATE

FUNDRAISING UPDATE

HOSPITAL AMBASSADOR UPDATE

MARKETING UPDATE

MIDYEAR BUDGET

MEMBERSHIP UPDATE

Date	Transaction Type	Client	Memo/Description	Amount	Balance
<b>New Membership Packets</b>					



06/09/16	Receipt	Larson, Magdelana	Membership Packet including annual dues for PALS Doula membership	\$50.00	\$50.00
6/17/16	Refund	Reynolds, Twyla	Refunded	(\$50.00)	\$0
6/27/16	Receipt	Tolentino, A. Portia	Membership Packet including annual dues for PALS Doulas membership	\$50.00	\$50.00
7/09/16	Receipt	Graham, Haley	Membership Packet including annual dues for PALS Doulas membership	\$50.00	\$100.00
7/13/16	Receipt	Orton, Rebeckah	Membership Packet including annual dues for PALS Doulas membership	\$50.00	\$150.00
7/26/16	Receipt	Martin, Amanda	Membership Packet including annual dues for PALS Doula membership	\$50.00	\$200.00
<b>Total for New Membership Packets</b>				<b>\$200.00</b>	
<b>Renewal Memberships</b>					
6/03/16	Receipt	Decker, Barb	Annual dues for PALS Doulas membership	\$50.00	\$50.00
6/04/16	Receipt	Stronks, Tatyana	Annual dues for PALS Doulas membership	\$50.00	\$100.00
6/16/16	Receipt	Jerrell, Lauren	Annual dues for PALS Doulas	\$50.00	\$150.00



			membership		
6/30/16	Receipt	Goelzer, Paula	Annual dues for PALS Doulas membership	\$50.00	\$200.00
7/12/16	Receipt	Laird, Shannon	Annual dues for PALS Doulas membership	\$50.00	\$250.00
7/13/16	Receipt	Kretz, Amy	Annual dues for PALS Doulas membership	\$50.00	\$300.00
7/16/16	Receipt	Nordlinder, Kassie	Annual dues for PALS Doulas membership	\$50.00	\$350.00
7/24/16	Receipt	Pastor, Ana	Annual dues for PALS Doulas membership	\$50.00	\$400.00
<b>Total for Renewal Memberships</b>				<b>\$400.00</b>	
<b>Supporting Membership</b>					
6/12/16	Receipt	Shelton, Anita	Annual Supporting Membership	\$25.00	\$25.00
<b>Total for Supporting Memberships</b>				<b>\$25.00</b>	
<b>TOTAL</b>				<b>\$625.00</b>	

#### MENTORSHIP UPDATE

Carol Lynn has temporarily handed off the Mentorship Lead to Paula Goelzer as she attends to some other matters. Carol gave all mentorship documents and active files to Paula on July 14<sup>th</sup>. Paula created a spreadsheet of mentors with contact information and other information regarding their availability and special interests with regards to mentorship. On July 15<sup>th</sup>, each mentor was contacted to check if her file was up-to-date and see how mentorship was progressing. Most mentors responded to that email. Susie and Katrina indicated they are not interested in taking on any more mentorship relationships with PALS. Our other mentors are essentially matched with as many mentor relationships as they feel they would like. Many of those relationships are stagnant, with the certifying doula not actively pursuing births. It is my recommendation that we update program perimeters in the following way: only matching certifying doulas when they have a birth secured to use as their mentored birth; putting a timeframe on the official mentorship relationship, where the certifying doula is



required to complete/secure a client for the mentored birth within three months of being matched and if that doesn't happen, they are put on the waitlist until they are able to find a client for the mentorship birth.

This is also how I've been matching doulas on the waitlist. They must first have an active client to use for the mentored birth before they are matched. This will keep our mentors actively mentoring and our certifying doulas running through the program in a timely manner. This will mean that our waitlist is more of a "waiting on you" list, where we are waiting on the doula to find a client. In order for this model to work, we will likely need additional mentors/preceptors. We are currently down to six mentors. If you have ideas for who might be a good mentor with PALS, please let me know.

Our current status: eight people on the waitlist. All have been contacted. One is waiting on an apprenticeship match in Kitsap, but Crystal hasn't returned any of my correspondence. The other seven doulas on the list have been contacted and told to let me know as soon as they have a client for their mentorship birth. None of them have upcoming births that they could use for mentorship. We currently have twenty-seven doulas matched and at various points in the mentorship process. We have sold eighteen packets this year (between Jan and May) that we are waiting on mentorship paperwork back from. If these people all send their paperwork in a small amount of time, the mentorship program will become overloaded and wait times for matching could become long.

### MONTHLY FINANCIAL UPDATE

<u>This is What Happened in July</u>	<u>Notes</u>
<b>Income</b>	
New Memberships	\$150.00      3 new
Renewals	\$215.00      4 renewals + late fee
Supporting Memberships	\$0.00
Certification Packets	\$140.00      4 cert packets
Certification Fee	\$35.00      1 app
Recertification Fee	\$70.00      2 app
Misc Income	\$1.81      Interest on Savings
Apprenticeship	\$135.00      Tolentino
<b>Total income</b>	<b>\$746.81</b>
<b>Expenses</b>	
Telephone/DSL	\$24.46      CenturyLink
Mailbox rent	\$10.00
Certification Expense	\$4.90      Mail name tags
Website	\$1,100.00      Deposit for website design
Website	\$39.00      License for website photo use
Email hosting	\$105.08      GoDaddy for @palsdoulas.com



Marketing-Public outreach	\$40.49	Items for DONA conf auction
Board - DONA Conference	\$750.00	DONA Conference Reg
Paypal fees	\$12.25	Certification and membership
<b>Total Expenses</b>	<b>\$2,086.18</b>	
<b>July Net Cash Flow</b>	<b>-\$1,339</b>	

<u>Cash On Hand as of Aug 6, 2016</u>		<u>Notes</u>
Bank balance - BECU Checking	\$383.82	
Bank Balance - BECU Savings	\$21,412.24	
Paypal account Balance	\$721.25	
Funds received, not yet deposited	\$135.00	
<b>Total Cash On hand</b>	<b>\$22,652.31</b>	

<u>Recurring Monthly Expenses</u>	\$34.46	Mailbox rent, phone
<u>Upcoming annual or one-time expenses to plan for:</u>		
Aug DONA Conference		Any expenses still to be paid?
Aug Website design		Balance of pymt to Grace Studio
Sep Liability Insurance Dir E&O	\$879.00	Due 9/18/2106
Nov ADT		Any scheduled ADT's?
<b>Estimated Aug Expenses</b>	<b>\$34.46</b>	* Monthly plus Aug upcoming

### PERC UPDATE

### VOLUNTEER COORDINATOR UPDATE

#### WEBSITE COMMITTEE UPDATE

The website committee has a standing weekly conference call with Tari, the designer. We are working on securing photos for the website. We reached out to our member doulas to see if they had professional photos to share as our stock photo search wasn't turning up the type of images we were seeking. Rebeckah also volunteered to attend a few upcoming births to take photos specifically for the website. We posted this to the member Facebook Group, but haven't had anyone respond yet.

The designer was able to bring up a live look at the new website and we were able to make changes to fit our vision. We are figuring out the membership system and thinking of scrapping it altogether, in favor of a section of password protected documents (minutes,



forms) and just using the Doulamatch plug-in “find a doula” search feature we currently have. The designer has a call in to Pat James to discuss the plug-in he made, but she hadn’t heard back.

We are working with Lynn, a graphic designer, to recreate a usable PALS logo as we cannot find the original file.

We are attempting to settle on a fee processing and events plug-in for the website. We are debating staying with PayPal or going to another format. For example, if we went with Square, we could take credit cards and sell packets/membership in person (at events and trainings), and not just on the website.

We would like to have a plug-in that streamlines the certification and membership processes for our doulas as well as our volunteers. There are several programs that might make this possible, but they would require us to pay some type of recurring fee: monthly, bi-annually, or annually. We would like to discuss if there is room in the budget to try these programs as they would make our processes much less labor intensive and free up our volunteers to work on more important work.

I will start copy for the website this week. Please let me know if you have ideas for what should be included.

**ACTION ITEMS: [UPDATE THROUGHOUT MEETING]**

Tiffany – send updated meeting info to Daniela for member distribution

Paula – email scholarship recipients

Paula – follow up with Olivia

Paula – follow up with Ali and get her Google Doc

Paula – write up experience pathway, to FB, send to Daniela to email to broader membership